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Monthly Survey of

LIFE INSURANCE SALES IN THE UNITED STATES AND CANADA

This survey gives:

Monthly totals for the industry of ordinary sales volume, numbers of new ordinary policies, group sales volume under new or amended contracts, and — for the United States — industrial sales volume. The total ordinary sales volume in each state and province is also shown. Percent changes between the current period and the corresponding period of the previous year are shown.

Ordinary sales results of a group of companies that report three measures of sales performance—face amount (volume), annualized premiums, and number of policies. From these data, premium per $1,000, average size policy, and premium per policy, as well as trends in those statistics, are shown.

The definition of new sales excludes revivals, increases, dividend additions, reinsurance acquired, credit insurance (coverage of obligations not exceeding 120 months' duration), and products without insurance (e.g., annuities and Canadian pension bonds). The ordinary data include mass-marketed ordinary business, and the group data are based on new or amended contracts and exclude additions to current contracts.

Comparisons with Previous Year

	FACE AMOUNT		NUMBER OF POLICIES		ANNUALIZED PREMIUM	
	Current month	Year to date	Current month	Year to date	Current month	Year to date
UNITED STATES						
Ordinary	118%	117%	99%	103%	107%	111%
Group	119%	151%	—	—	—	—
Industrial	47%	54%	—	—	—	—
CANADA						
Ordinary	123%	113%	109%	101%	112%	106%
Group	114%	109%	—	—	—	—

The industry totals are estimates based on monthly reports from: 166 companies operating in the United States representing 68 percent of the 1979 new ordinary volume sold in that country, 63 percent of the number of new ordinary policies, 80 percent of the volume of new or amended group contracts, and 30 percent of the new industrial volume; 46 companies operating in Canada representing 83 percent of the 1979 new ordinary volume, 82 percent of the number of new ordinary policies, and 79 percent of the volume of new or amended group contracts.

The 146 companies operating in the United States for which the monthly sales results for premiums, policies, volume, and their derived statistics are reported represent 67 percent of the 1979 United States ordinary volume and 61 percent of the ordinary policies sold; the 41 companies operating in Canada represent 77 percent of the 1979 Canadian ordinary volume and 75 percent of the policies. Since no industry data are available on total new ordinary premiums sold, the proportion of the premium total of each country represented by these companies cannot be determined. The business of these contributors may not represent the industry proportions of participating and nonparticipating policies and of term and permanent insurance sold; therefore, statistics (such as premium per $1,000) derived from the experience of the contributors may not represent the experience of the industry as a whole.

The groupings of companies and departments are maintained for five-year periods to allow examination of trends; currently they are based on amount of ordinary life insurance in force in the country on January 1, 1978. The in force categories and, in parentheses, the number of contributing companies or departments in each:

UNITED STATES

Ordinary companies or departments

Group 1—$10 billion or more (20)
Group 2—$4 billion to $10 billion (23)
Group 3—$2 billion to $4 billion (27)
Group 4—$1 billion to $2 billion (25)
Group 5—$500 million to $1 billion (18)
Group 6—Less than $500 million (22)

Home service companies or departments

Group 7—$25 billion or more (2)
Group 8—$5 billion to $25 billion (4)
Group 9—Less than $5 billion (16)

CANADA

Group 1—$2 billion or more (14)
Group 2—$700 million to $2 billion (14)
Group 3—Less than $700 million (13)

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Industry Sales

ORDINARY

Face Amount (in millions)

	1980	1981	1981/1980
January	$ 25,058	$ 27,468	110%
February	26,838	30,352	113
March	30,459	36,537	120
April	31,618	37,055	117
May	30,764	34,282	111
June	31,217	38,445	123
July	30,373	35,776	118
August	29,348	34,420	117
September	30,635	36,190	118
October	34,215		
November	30,751		
December	39,837		
Year total	$371,113		
Year to date	$266,310	$310,525	117%

Number of Policies (in thousands)

	1980	1981	1981/1980
January	987	984	100%
February	1,107	1,145	103
March	1,229	1,379	112
April	1,201	1,267	105
May	1,168	1,166	100
June	1,190	1,261	106
July	1,142	1,124	98
August	1,133	1,147	101
September	1,176	1,163	99
October	1,291		
November	1,126		
December	1,249		
Year total	13,999		
Year to date	10,333	10,636	103%

Face Amount by State (in thousands)

	Month	Year to date	1981/1980 Month	1981/1980 Year to date
Alabama	$ 653,690	$5,852,742	110%	119%
Alaska	63,639	597,367	89	111
Arizona	475,956	4,107,520	113	118
Arkansas	307,657	2,512,378	119	117
California	4,333,631	35,907,178	123	119
Colorado	663,103	5,543,872	120	119
Connecticut	566,017	4,785,280	124	119
Delaware	94,291	846,599	118	118
D.C.	106,595	914,008	110	104
Florida	1,774,471	14,899,168	121	122
Georgia	1,091,485	9,020,075	119	117
Hawaii	211,649	1,680,636	129	116
Idaho	169,259	1,390,670	147	119
Illinois	1,780,221	15,634,590	115	112
Indiana	875,454	6,996,424	124	117
Iowa	477,883	4,324,432	118	117
Kansas	421,690	3,636,315	111	116
Kentucky	440,961	3,803,947	122	113
Louisiana	921,032	7,498,654	127	125
Maine	130,124	1,062,085	123	109
Maryland	645,729	5,783,793	119	119
Massachusetts	758,083	6,625,082	125	116
Michigan	935,449	8,387,101	113	111
Minnesota	583,628	5,297,222	112	111
Mississippi	352,912	3,133,398	110	126
Missouri	703,733	6,048,952	117	116
Montana	$ 90,285	$ 971,668	91%	110%
Nebraska	307,280	2,823,300	116	121
Nevada	174,656	1,191,303	137	115
New Hampshire	135,581	1,176,055	114	113
New Jersey	1,138,223	9,992,932	112	111
New Mexico	194,473	1,655,410	127	115
New York	2,158,813	19,862,163	115	114
North Carolina	919,589	7,768,498	114	116
North Dakota	139,323	1,145,769	110	112
Ohio	1,492,664	13,349,513	115	112
Oklahoma	632,931	5,149,933	137	125
Oregon	333,990	3,073,800	111	115
Pennsylvania	1,443,284	12,863,726	102	108
Rhode Island	162,416	1,435,250	122	118
South Carolina	495,122	4,228,129	103	113
South Dakota	128,614	1,101,883	132	116
Tennessee	703,015	6,030,420	112	115
Texas	3,255,111	26,082,780	132	124
Utah	367,685	3,122,038	125	130
Vermont	60,705	534,460	110	106
Virginia	846,820	7,816,905	111	119
Washington	584,981	5,261,145	123	116
West Virginia	193,583	1,649,357	104	111
Wisconsin	607,456	5,262,374	114	111
Wyoming	84,699	686,410	112	110
U.S. TOTAL	$36,189,641	$310,524,709	118%	117%

GROUP

Face Amount (in millions)

	1980	1981	1981/1980
January	$ 13,345	$ 13,596	102%
February	10,483	12,462	119
March	15,320	15,589	102
April	10,099	11,010	109
May	9,602	12,837	134
June	14,932	57,713*	387
July	12,172	16,670	137
August	15,023	17,043	113
September	14,146	16,846	119
October	12,156		
November	12,265		
December	30,641		
Year total	$170,184		
Year to date	$115,122	$173,766	151%

*Includes $40 000 million FEGLI

INDUSTRIAL

Face Amount (in millions)

	1980	1981	1981/1980
January	$ 293	$ 157	54%
February	324	154	47
March	354	219	62
April	346	189	55
May	291	202	69
June	276	133	48
July	257	133	52
August	273	131	48
September	274	128	47
October	218		
November	196		
December	173		
Year total	$3,275		
Year to date	$2,688	$1,446	54%

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UNITED STATES

Ordinary Sales Results of 146 Companies

	ANNUALIZED PREMIUM (in thousands)		FACE AMOUNT (in thousands)		NUMBER OF POLICIES		PREMIUM PER $1,000		AVERAGE SIZE POLICY		PREMIUM PER POLICY		1981/1980						
	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	1980	1981	Annualized premium	Face amount	Number of policies	Premium per $1,000	Average size policy	Premium per policy	
January	$ 227,503	$ 242,415	$ 16,875,280	$ 18,499,764	609,435	606,807	$13.48	$13.10	$27,690	$30,487	$373	$399	107%	110%	100%	97%	110%	107%	January
February	232,937	252,466	17,980,662	20,420,124	677,666	700,259	12.95	12.36	26,533	29,161	344	361	108	114	103	95	110	105	February
March	264,965	302,041	20,381,905	24,599,866	748,439	844,583	13.00	12.28	27,233	29,127	354	358	114	121	113	94	107	101	March
April	262,296	300,253	21,156,140	25,028,758	734,798	781,540	12.40	12.00	28,792	32,025	357	384	114	118	106	97	111	108	April
May	254,766	278,529	20,558,531	23,025,557	720,122	714,174	12.39	12.10	28,549	32,241	354	390	109	112	99	98	113	110	May
June	266,197	310,209	20,847,993	25,743,267	732,662	770,034	12.77	12.05	28,455	33,431	363	403	117	123	105	94	117	111	June
July	260,542	284,233	20,291,956	23,909,752	705,776	691,449	12.79	11.89	28,751	34,579	368	411	109	118	98	93	120	112	July
August	248,132	271,493	19,629,334	23,026,171	701,690	700,086	12.64	11.79	27,974	32,890	354	388	109	117	100	93	118	110	August
September	261,072	278,781	20,518,227	24,222,416	727,722	713,487	12.72	11.51	28,195	33,949	359	391	107	118	98	90	120	109	September
October	280,811		22,832,638		780,016		12.30		29,272		360								October
November	257,535		20,611,219		688,606		12.49		29,932		374								November
December	344,275		26,592,675		763,071		12.95		34,850		451								December
Year total	$3,160,071		$248,276,560		8,590,003		$12.73		$28,903		$368								Year total
Year to date	$2,277,450	$2,520,420	$178,240,028	$208,475,675	6,358,310	6,522,419	$12.78	$12.09	$28,033	$31,963	$358	$386	111%	117%	103%	95%	114%	108%	Year to date

124 Ordinary Companies and 11 Ordinary Departments of Home Service Companies

Total group																			**Total group**
Month	$ 205,974	$ 216,704	$ 16,570,827	$ 20,195,603	423,262	413,747	$12.43	$10.73	$39,150	$48,811	$487	$524	105%	122%	98%	86%	125%	108%	**Month**
Year to date	$1,825,998	$1,986,503	$145,000,519	$173,087,578	3,874,420	3,828,247	$12.59	$11.48	$37,425	$45,213	$471	$519	109%	119%	99%	91%	121%	110%	**Year to date**
Group 1—Month	$ 126,046	$ 132,736	$ 9,987,271	$ 12,181,522	267,076	255,815	$12.62	$10.90	$37,395	$47,618	$472	$519	105%	122%	96%	86%	127%	110%	Group 1—Month
Year to date	$1,156,312	$1,241,025	$ 89,054,284	$105,108,514	2,472,657	2,419,417	$12.98	$11.81	$36,016	$43,444	$468	$513	107%	118%	98%	91%	121%	110%	Year to date
Group 2—Month	$ 43,689	$ 41,359	$ 3,224,430	$ 3,400,112	69,362	64,482	$13.55	$12.16	$46,487	$52,730	$630	$641	95%	105%	93%	90%	113%	102%	Group 2—Month
Year to date	$ 349,131	$ 374,141	$ 26,682,499	$ 30,076,632	625,689	606,473	$13.08	$12.44	$42,645	$49,593	$558	$617	107%	1.3%	97%	95%	116%	111%	Year to date
Group 3—Month	$ 19,159	$ 24,563	$ 1,671,521	$ 2,508,535	44,081	51,463	$11.46	$ 9.79	$37,919	$48,744	$435	$477	128%	150%	117%	85%	129%	110%	Group 3—Month
Year to date	$ 173,033	$ 205,352	$ 14,931,988	$ 20,679,383	408,222	421,131	$11.59	$ 9.93	$36,578	$49,104	$424	$488	119%	138%	103%	86%	134%	115%	Year to date
Group 4—Month	$ 10,559	$ 11,685	$ 1,053,261	$ 1,323,561	22,365	22,658	$10.03	$ 8.83	$47,094	$58,415	$472	$516	111%	126%	101%	88%	124%	109%	Group 4—Month
Year to date	$ 97,043	$ 109,980	$ 9,301,624	$ 10,735,393	211,519	210,611	$10.43	$10.24	$43,975	$50,973	$459	$522	113%	115%	100%	98%	116%	114%	Year to date
Group 5—Month	$ 3,804	$ 3,991	$ 362,754	$ 474,135	12,787	12,259	$10.49	$ 8.42	$28,369	$38,676	$297	$326	105%	131%	96%	80%	136%	110%	Group 5—Month
Year to date	$ 30,043	$ 34,621	$ 2,852,487	$ 3,822,370	95,688	105,802	$10.53	$ 9.06	$29,810	$36,128	$314	$327	115%	134%	111%	86%	121%	104%	Year to date
Group 6—Month	$ 2,717	$ 2,370	$ 271,590	$ 307,738	7,591	7,070	$10.00	$ 7.70	$35,778	$43,527	$358	$335	87%	113%	93%	77%	122%	94%	Group 6—Month
Year to date	$ 20,436	$ 21,384	$ 2,177,637	$ 2,665,286	60,645	64,813	$ 9.38	$ 8.02	$35,908	$41,123	$337	$330	105%	122%	107%	86%	115%	98%	Year to date

22 Home Service Companies and Departments

Excluding weekly premium ordinary

Total group																			**Total group**
Month	$ 52,872	$ 59,126	$ 3,875,826	$ 3,960,501	280,404	271,665	$13.64	$14.93	$13,822	$14,579	$189	$218	112%	102%	97%	109%	105%	115%	**Month**
Year to date	$ 435,764	$ 505,278	$ 32,710,385	$ 34,722,061	2,307,786	2,408,929	$13.32	$14.55	$14,174	$14,414	$189	$210	116%	106%	104%	109%	102%	111%	**Year to date**
Group 7—Month	$ 26,989	$ 32,817	$ 2,262,902	$ 2,288,531	104,680	108,359	$11.93	$14.34	$21,617	$21,120	$258	$303	122%	101%	104%	120%	98%	117%	Group 7—Month
Year to date	$ 237,111	$ 280,070	$ 20,255,039	$ 20,596,636	934,493	983,592	$11.71	$13.60	$21,675	$20,940	$254	$285	118%	102%	105%	116%	97%	112%	Year to date
Group 8—Month	$ 13,794	$ 13,842	$ 774,474	$ 924,744	87,567	85,564	$17.81	$14.97	$ 8,844	$10,808	$158	$162	100%	119%	98%	84%	122%	103%	Group 8—Month
Year to date	$ 103,433	$ 115,782	$ 6,104,146	$ 7,303,632	688,268	696,276	$16.94	$15.85	$ 8,869	$10,490	$150	$166	112%	120%	101%	94%	118%	111%	Year to date
Group 9—Month	$ 12,089	$ 12,467	$ 838,450	$ 747,226	88,157	77,742	$14.42	$16.68	$ 9,511	$ 9,612	$137	$160	103%	89%	88%	116%	101%	117%	Group 9—Month
Year to date	$ 95,220	$ 109,426	$ 6,351,200	$ 6,821,793	685,025	729,061	$14.99	$16.04	$ 9,271	$ 9,357	$139	$150	115%	107%	106%	107%	101%	108%	Year to date

Weekly premium ordinary

Month	$ 2,226	$ 2,951	$ 71,574	$ 66,312	24,056	28,075	$31.10	$44.50	$ 2,975	$ 2,362	$ 93	$105	133%	93%	117%	143%	79%	113%	**Month**
Year to date	$ 15,688	$ 28,639	$ 529,124	$ 666,036	176,104	285,243	$29.65	$43.00	$ 3,005	$ 2,335	$ 89	$100	183%	126%	162%	145%	78%	112%	**Year to date**

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Industry Sales

ORDINARY

Face Amount (in thousands)

	1980	1981	1981/1980
January	$ 2,436,473	$ 2,467,476	101%
February	2,819,554	3,030,374	107
March	3,145,401	3,413,527	109
April	3,115,136	3,402,618	109
May	3,061,616	3,405,245	111
June	3,239,525	3,851,365	119
July	2,996,466	3,665,004	122
August	2,631,786	3,078,151	117
September	2,885,429	3,557,875	123
October	3,547,925		
November	3,649,922		
December	3,729,927		
Year total	$37,259,160		
Year to date	$26,331,386	$29,871,635	113%

Number of Policies

	1980	1981	1981/1980
January	68,160	63,671	93%
February	86,975	85,076	98
March	90,804	96,954	107
April	92,069	90,145	98
May	89,813	90,090	100
June	94,302	96,409	102
July	87,109	86,845	100
August	72,363	72,160	100
September	83,755	90,981	109
October	104,301		
November	102,154		
December	90,501		
Year total	1,062,306		
Year to date	765,350	772,331	101%

Face Amount by Province (in thousands)

	Month	Year to date	1981/1980 Month	1981/1980 Year to date
Alberta	$ 450,285	$ 3,828,216	133%	122%
British Columbia	365,454	3,135,060	111	107
Manitoba	131,323	1,100,367	124	108
New Brunswick	70,568	563,952	119	101
Newfoundland	44,376	341,619	170	133
Nova Scotia	70,262	645,054	109	108
Ontario	1,124,462	9,761,712	121	112
Prince Edward Is.	11,111	103,642	153	126
Quebec	1,185,768	9,538,648	126	115
Saskatchewan	104,266	853,365	125	109
Canada total	$3,557,875	$29,871,635	123%	113%

GROUP

Face Amount (in thousands)

	1980	1981	1981/1980
January	$ 1,130,678	$ 1,273,432	113%
February	1,429,436	2,672,926	187
March	2,029,081	2,210,724	109
April	1,603,988	1,464,208	91
May	904,290	1,421,568	157
June	2,318,719	2,240,971	97
July	1,689,295	1,493,753	88
August	2,153,086	1,602,991	74
September	2,110,371	2,413,293	114
October	1,667,875		
November	1,719,377		
December	3,511,262		
Year total	$22,267,458		
Year to date	$15,368,944	$16,793,866	109%

Ordinary Sales Results of 41 Companies

	ANNUALIZED PREMIUM (in thousands) 1980	ANNUALIZED PREMIUM (in thousands) 1981	FACE AMOUNT (in thousands) 1980	FACE AMOUNT (in thousands) 1981	NUMBER OF POLICIES 1980	NUMBER OF POLICIES 1981	PREMIUM PER $1,000 1980	PREMIUM PER $1,000 1981	AVERAGE SIZE POLICY 1980	AVERAGE SIZE POLICY 1981	PREMIUM PER POLICY 1980	PREMIUM PER POLICY 1981	1981/1980 Annualized premium	1981/1980 Face amount	1981/1980 Number of policies	1981/1980 Premium per $1,000	1981/1980 Average size policy	1981/1980 Premium per policy	
January	$ 17,226	$ 16,798	$ 1,815,115	$ 1,803,898	50,046	45,049	$ 9.49	$ 9.31	$36,269	$40,043	$344	$373	98%	99%	90%	98%	110%	108%	January
February	20,486	20,903	2,108,901	2,273,413	64,054	62,208	9.71	9.19	32,924	36,545	320	336	102	108	97	95	111	105	February
March	22,860	23,639	2,359,698	2,498,722	66,448	66,419	9.69	9.46	35,512	37,621	344	356	103	106	100	98	106	103	March
April	21,440	23,051	2,308,760	2,567,114	66,551	66,352	9.29	8.98	34,692	38,689	322	347	108	111	100	97	112	108	April
May	21,109	22,291	2,266,562	2,533,089	65,046	65,228	9.31	8.80	34,846	38,834	325	342	106	112	100	95	111	105	May
June	23,300	24,831	2,451,470	2,868,269	69,449	69,504	9.50	8.66	35,299	41,268	335	357	107	117	100	91	117	107	June
July	20,914	23,445	2,249,299	2,732,744	63,544	62,156	9.30	8.58	35,398	43,966	329	377	112	121	98	92	124	115	July
August	17,998	19,404	1,956,119	2,306,481	52,059	51,465	9.20	8.41	37,575	44,816	346	377	108	118	99	91	119	109	August
September	19,712	22,066	2,137,079	2,590,596	59,850	62,577	9.22	8.52	35,707	41,399	329	353	112	121	105	92	116	107	September
October	25,461		2,649,823		75,960		9.61		34,884		335								October
November	25,404		2,721,997		73,915		9.33		36,826		344								November
December	27,024		2,873,553		67,495		9.40		42,574		400								December
Year total	$262,934		$27,898,376		774,417		$ 9.42		$36,025		$340								**Year total**
Year to date	$185,045	$196,428	$19,653,003	$22,174,326	557,047	550,958	$ 9.42	$ 8.86	$35,281	$40,247	$332	$357	106%	113%	99%	94%	114%	108%	**Year to date**
Group 1—Month	$ 14,663	$ 16,057	$ 1,578,226	$ 1,756,448	45,105	46,802	$ 9.29	$ 9.14	$34,990	$37,529	$325	$343	110%	111%	104%	98%	107%	106%	Group 1—Month
Year to date	$138,252	$143,516	$14,484,458	$15,230,816	420,656	410,294	$ 9.54	$ 9.42	$34,433	$37,122	$329	$350	104%	105%	98%	99%	108%	106%	Year to date
Group 2—Month	$ 3,742	$ 4,290	$ 407,222	$ 579,645	10,345	11,091	$ 9.19	$ 7.40	$39,364	$52,263	$362	$387	115%	142%	107%	81%	133%	107%	Group 2—Month
Year to date	$ 35,051	$ 38,165	$ 3,873,523	$ 4,779,693	97,054	98,523	$ 9.05	$ 7.98	$39,911	$48,513	$361	$387	109%	123%	102%	88%	122%	107%	Year to date
Group 3—Month	$ 1,307	$ 1,719	$ 151,631	$ 254,503	4,400	4,684	$ 8.62	$ 6.75	$34,462	$54,335	$297	$367	132%	168%	106%	78%	158%	124%	Group 3—Month
Year to date	$ 11,742	$ 14,747	$ 1,295,022	$ 2,163,817	39,337	42,141	$ 9.07	$ 6.82	$32,921	$51,347	$298	$350	126%	167%	107%	73%	156%	117%	Year to date

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